

ORDER



KLAS

Orders

Order / Rev: 37600
 Alt Order #: 08883412
 Product Desc: BERKLEY/SENATE/D
 Estimate:
 Flight Dates: 10/16/12 - 10/22/12
 Original Date / Rev: 10/15/12 / 10/15/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency

Name: Shorr Johnson Magnus
 Buying Contact:
 Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Berkley, Shelley - D-USS
 Demographic: A35+
 Product Codes: PO1
 Priority: LV3
 Revenue Codes: AGY, POL, CAND

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	10	\$3,225.00	\$2,741.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$3,225.00	\$2,741.25	0.00
Totals	10	\$3,225.00	\$2,741.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$3,225.00
Market	100%	\$10,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$2,687.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$537.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/16/12	10/22/12	Ellen Ellen	CM	3-4p	MTWTF--	:30	5	\$425.00	LV2	0.00	NM	5	\$2,125.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$425.00		0.00						
E 2	8	10/20/12	10/20/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00

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Advertiser: Berkley, Shelley - D-USS
 Product Desc: BERKLEY/SENATE/D
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$225.00		0.00						
E 3	8	10/20/12	10/20/12	Politics Now S Sebelius CM	Various	-----S-	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00	
				Politics Now S Sebelius	(5:30 PM-6:00 PM)										
POLITICS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$275.00		0.00						
E 4	8	10/21/12	10/21/12	8 News Now Sun AM #2CM	8 News Now Sun A	-----S	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00	
				8 News Now Sun AM #2											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$350.00		0.00						
E 5	8	10/16/12	10/22/12	8 News Now 4-5a	CM	4-5a	MTWTF--	:30	1	\$25.00	LV3	0.00	NM	1	\$25.00
				8 News Now 4-5a											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	1		\$25.00		0.00						
												Totals	10	\$3,225.00	